

Social Venture Circle



Merging two legendary organizations in service of the new economy.

Case Study: Social Venture Circle

Established in 1987, *Social Venture Network (SVN)* was one of the world's first and most influential peer organizations dedicated to demonstrating the 'triple bottom line' potential of valuing people, planet, and profit in business. Created in 1992, with founders including *SVN* leaders, *Investors' Circle (IC)* was among the first and most active early stage impact investing groups. In January of 2018, these two extraordinary organizations merged and committed to set a new norm of inclusiveness and collaboration among investors,

entrepreneurs, donors, policy makers, and thought leaders. Junxion helped develop the powerful strategy and inspiring brand for the new organization.



We are *very excited about the process*, the work of our amazing branding team, and the final result. We're thrilled that members voted and voiced their opinions and that *the entire team worked to create a name and logo that represents the legacies of both organizations.*

— Valerie Red-Horse Mohl, *Executive Director, Social Venture Circle*

Social Venture Circle connects, empowers, and finances entrepreneurs, investors, capacity-builders, and policy makers in a powerful, diverse, and inclusive network. Junxion is a proud member of SVC and was honoured to collaborate on its rebrand.

The Business Challenge

When *SVN* and *IC* were founded, the fields of social purpose business and impact investing were just emerging. Today, over three decades later, the two organizations have supported thousands of ventures, incubated dozens of new networks and organizations, and can boast a membership that includes accomplished entrepreneurs, investors, and capacity-builders who are 'paying it forward' by supporting the next generation of socially conscious business leaders.

Meanwhile, around the world, countless similarly dedicated groups are emerging from grassroots movements. While their language may vary, their intent is similar: To remake the economy so that it rebalances people, planet, and profit. Our challenge was to unite *SVN* and *IC*, two proud and renowned organizations, under a single new brand, and inspire the combined membership with a vision that will propel the next generation of change makers.

How We Helped

Junxion worked with the Board of Directors and leadership at the newly combined organization to define a bold new strategy, setting the direction of the combined organization—which we renamed Social Venture Circle—for the next generation.

We co-designed the project approach with our colleagues at Guru Media and long-time *IC* member Shannon Mudd. The multi-phased, agile approach had Junxion taking lead on values definition, vision, mission, and brand narrative, while Guru took lead on naming, identity design, and website development. Through open and transparent communication, iterative storytelling and design, and a democratic approach to decision-making that included SVC's combined membership, we were successful in renewing the brand strategy in time to unveil the new narrative and identity in just 60 days.

We identified a gap in the market—serving the individual people who are dedicated to this global movement toward social and environmental responsibility in business. SVC exists to lead the way for investors, entrepreneurs, and all those who support social purpose ventures, deploying capital and building networks. The organization and its members pull together money, expertise, and connections for the people creating a better



economy, for our society and the environment. And they'll do it while retaining the incumbent brands' commitments to connection, ambition, and joy.

Measuring Success

'Bridging Profit & Purpose' sold out as the first combined conference of Social Venture Circle. Speaking during the opening plenary on the main stage in Brooklyn, SVC's new Executive Director, Valerie Red-Horse Mohl, unveiled the new name and identity to a standing ovation. She spoke to the powerful legacy of the two organizations that have come together to do the imperative work to inspire the institutions of the new economy.

While it's still early days in the merger, signs are clear that a new energy is emerging—one focused on the pursuit of SVC's new vision of a global economy that is regenerative, just, and prosperous for everyone.